

## ABSTRACT OF THE DISCLOSURE

A light emitting device is provided which is capable of displaying a high gradation image while preventing the drive frequency of a source signal line driving circuit from increasing. One pixel has a plurality of sub-pixels each having the same area of effective light emission. Sub-frame periods in each of the sub-pixels are all used to control the gradation of the corresponding pixel. The present light emitting device can operate as follows when, for example, adopting time gradation according to binary code. A sub-frame period for a specific bit is divided into a plurality of sub-frame periods, and a sub-frame period for another bit or a period in which no image is displayed (non-display period) is interspersed between the divided sub-frame periods, not successively starting the divided sub-frame periods. In a non-display period, light emitting elements in all of the pixels in the pixel portion do not emit light.